



Managing Multiple Locations

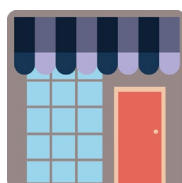
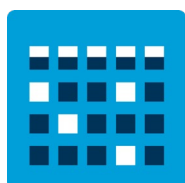


i Campaign Targeter provides ways to structure your business and create campaigns for multiple stores, locations or levels of your organization. These features can be useful for many business types, from sole proprietors, to partnerships, companies, and franchises.

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Features	
Customer Sub-Accounts	If your business is a franchise or has multiple store locations, you can set up Customer Sub-accounts for each store or location.
Manage User Access	Account administrators can easily add users and manage user access. When adding users, you can assign either administrator, or user level access. Note: Administrators can perform all functions and modify account settings. Users only have access to create campaigns. Users can be added either to the main account, or to individual sub-accounts.
Assign Agencies	If you use a mail house or marketing agency to plan promotional mail, you can add the agency to your account and assign the level of access required. The agency can then create campaigns on your behalf or completely manage your account if required.
Catchment Area Files	If you already have location or service area data captured in a shapefile, you can upload this data directly into Campaign Targeter as a Catchment Area File to automatically create sub-accounts and catchment areas.

? How these features may work for your business:



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Head Office	Store or Franchisee	Mail House or Media Agency
Manage sub-accounts, users and agencies	Create individual campaigns for your store	Easily create campaigns or completely manage accounts for your clients
Create campaigns organization wide or for individual stores	Tailor campaigns to your budget, message and delivery needs	Use Campaign Targeter accounts and customer sub-accounts to manage your clientele
Upload Catchment Area Files to generate sub-accounts and delivery catchments	Manage users and access at a store level	Flexible, user friendly and effective mapping options